

ABSTRACT OF THE DISCLOSURE

A system and method that enables a user to configure a customizable product for purchase in an e-commerce system. A user may launch a web browser on a client computer system to access a vendor's web site to purchase a customizable product. The user may customize the product for purchase by selecting one or more customizable components of the product. A user may select one or more customizable components of the product by using a forms/menu interface or a visual graphical user interface. The vendor's web site may receive the one or more user selections for the customized product and may, in response, send data and information to client computer system to visually depict the 'as purchased' customized product for user verification and product checkout.